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NEW JERSEY WHOLESALE MARKETERS ASSOCIATION

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MEMORANDUM

TO: The Members of the New Jersey Wholesale Marketers Association

FROM: William J. Pascarelli, III
Christine Stearns

DATE: January 22, 1998

RE: *Paterson Council Bans Publicly Visible Tobacco and Alcohol Advertising Within 1,000 Feet of Schools*

The Paterson City Council adopted an ordinance on January 20, 1998 that would ban publicly visible outdoor tobacco and alcohol advertising at establishments located within 1,000 feet of schools. The ban also includes all advertisements located within establishments which are visible through doors or windows.

The ban contains two exceptions. The first permits tobacco and alcohol advertisement on taxicabs and buses. The second permits a single sign within ten feet of an entrance to a store that sells tobacco. The sign may not be larger than six square feet and must be black lettering on a white background and may contain one or more of the following words: "liquor," "alcoholic beverages," "tobacco," "tobacco products," "cigarettes," "cigars," "pipe tobacco," "chewing tobacco," "snuff," "sold here," "available," "for sale," and "here."

During the public hearing at least a dozen individuals spoke in favor of the proposed ordinance. Among those addressing the Council were: Regina Carlson of GASP, state and local representatives of the American Cancer Society and the Heart Association and numerous Paterson residents and community activists.

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Many thanks to *Bob Nunnik of John Bricks* who waited more than four hours for the council to consider the ordinance and expressed a strong argument against the ordinance. Additionally, two Paterson residents spoke against the ordinance arguing that the measure would be unenforceable and therefore would send the wrong message to the children of Paterson.

A second ordinance, which regulates signs or banners advertising alcoholic beverages, was also adopted by the Council on January 20, 1998. Specifically, the ordinance prohibits banners and signs that are not permanently attached to buildings and advertise alcoholic beverages.

If you have any questions or need additional information, please feel free to call us.

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